



NEWS RELEASE

Limelight Delivers Online Lessons for Coach Guitar

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Leader in Content Delivery Networks (CDN) helps Growing Online Tutorial Company reach over 3000 students a day

TEMPE, Ariz.--(BUSINESS WIRE)-- **Limelight Networks, Inc.**, ("Limelight") (Nasdaq:LLNW) a global leader in digital content delivery, announced today that **Coach Guitar** has deployed the Limelight Orchestrate™("Orchestrate") Content Delivery and Cloud Storage platform to support the company's rapidly growing business.

Coach Guitar, a Manomaya SAS company based in France, provides millions of customers of any skill level with a unique method of learning to play songs on the guitar through downloaded video tutorials. Established in 2012, they have already had over 2.6 million downloads of their app. The company will use the Orchestrate platform to power more than 3,000 customer downloads every day, enabling fast and reliable delivery of content to a growing global customer base.

"As the only visual guitar teaching app on the market, the majority of our customers are beginner guitar players that rely on our video content to help them learn to play. Any type of lag or delay would not only adversely affect the customer experience, it would have a real impact on their ability to learn," said Antoine Mercier, chief product officer at Coach Guitar. "What's more, many of our customers are in the 18-35 age range, a demographic group that doesn't have much patience with long download times. We chose Limelight Networks because we believe they have the expertise, the technology, and the team that is best suited to help us improve the way our customers access and experience our content both today and in the future."

Coach Guitar selected Limelight because of its ability not only to meet existing delivery needs, but because it will be able to support the company and scale as it grows and expands its offerings.

“Coach Guitar’s service is unique – and it is resonating with students across the world,” said Kirby Wadsworth, chief marketing officer at Limelight. “With a model dependent entirely on fast and reliable digital content delivery to consumers, even the slightest decrease in performance could be devastating. I know, because I am a customer. When I am set up, plugged in, and ready to practice, I have no patience for slow downloads either.”

“We, at Limelight, pride ourselves on our ability to help customers deliver large volumes of high-quality video content to any device at any time. We look forward to working with Coach Guitar to ensure their students have the highest possible quality of experience,” continued Wadsworth.

For more information on the Orchestrate Content Delivery and Orchestrate Cloud Storage services, please click [here](#).

About Limelight

Limelight Networks (NASDAQ: LLNW), a global leader in digital content delivery, empowers customers to better engage digital audiences by enabling them to manage and deliver digital content on any device, anywhere in the world. The company’s award winning Limelight Orchestrate™ platform includes an integrated suite of content delivery technology and services that helps organizations deliver exceptional multi-screen experiences, improve brand awareness, drive revenue, and enhance customer relationships — all while reducing costs. For more information, please visit www.limelight.com, read our [blog](#), be sure to follow us on Twitter at www.twitter.com/llnw, and join in our online community [Limelight Connect](#).

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